

# HHS 2009 Flu Prevention PSA Contest: Summary and Lessons Learned

12/15/2009

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## Background

In July of 2009, U.S. Department of Health & Human Services (HHS) Secretary Kathleen Sebelius announced a contest where citizens would submit their creative flu prevention video public service announcement (PSA) over YouTube. The winner, recipient of \$2500 dollars and featured on national television, was a rapping doctor from New York. Over 400<sup>‡</sup> videos were received and the contest received international attention.

The HHS Flu Contest was the first federal video contest that enabled the public to vote for the winning video. This contest was organized and run out of the Office of the Secretary, Office of the Assistant Secretary of Public Affairs, Web Communications and New Media Division. This document summarizes and shares lessons learned by this office in organizing and carrying out the 2009 Flu Prevention PSA Contest.

### *The H1N1 flu*

The H1N1 influenza virus first appeared in the Spring of 2009 and had been increasingly circulating the United States during the following summer months, a period of time where typically there is very little (if any) flu activity in the country. This virus also had a disproportionate attack rate on a younger demographic, that of less than 24 years of age. The concern was that the cooler fall and winter months leading to flu season, coupled with this at-risk demographic congregating in heading to back-to-school, could allow for

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<sup>‡</sup> Nearly early 250 of these were considered official entries. Many individuals entered more than one video into the contest; however, only one video per contestant was considered an official entry. More on this issue under the section Running the Contest.

greater spread of the H1N1 flu. The communications challenge was to get the prevention message to an audience that typically was not vulnerable to the flu and typically not aware of or resistant to prevention messages.

### ***HHS Flu Contest Timeline***

July 6 – Began preparing for contest  
July 9 – Contest launched  
August 17 – Last day for submitting video to contest  
August 20 – Second level screening complete; videos sent to expert panel  
August 27 – Expert panel results compiled; top 10 determined  
August 29 – First day of public voting  
September 13 – Last day of public voting  
September 22 – Winner Announced

### ***Legal precedent to have a contest and grant an award to the winner***

The EPA's Radon Contest established legal precedent for administering a cash award to the winner:

Providing a maximum \$2,500 cash award is permissible under GAO Redbook 4-162 as long as the prize approximates the “reasonable cost of preparing” an artistic design. Under this precedent, we issued the awards as a convenience check. To do this, we filled in a procurement request (PR), got a Document Control Number (DCN), and our check writer submitted documentation for the purchase card database (this information is reported to the IRS). Convenience checks cannot be issued for greater than \$2,500 (although you may consider making multiple awards).

HHS worked with Dan Barry in IGO to approve the appropriation of funds.

### ***Three Ways to Run a Contest on YouTube***

On YouTube, there are three ways to accept entry videos in a contest:

1. Enable the YouTube contest module
  - Examples in Gov't: [Dept of Ed – I am What I Learn](#)
  - There is a mechanism that allows people to easily add their video and for you to easily track the videos of the contest. This is the ideal platform to use; however, due to time restraints we were unable to utilize the contest module until the voting stage of the contest.
  - Note: each contest requires unique TOS with YouTube \*
2. Make a video and have people post their entry as a video response to that video
  - Example in Gov't: HHS 2009 Flu Prevention PSA Contest (this document)

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\* This has raised concerns as to whether Google should be in such a strong position so as to decide which contests do and do not utilize the contest module (and therein receive more legitimacy and publicity). This is an important discussion but is outside the purpose of this document.

- It is a default function of all videos posted to YouTube that users can post videos in response to another video.
  - Note: requires that a video is created so that people have a video to which they can respond!
3. Have people submit a video to a YouTube group
    - Examples in Gov't: EPA's [Radon](#) and [Water Quality Video Contest](#).
    - Groups can be created and owned by any YouTube account

## Preparing for the Contest

### ***Splash Page***

A Web page in a subdirectory of Flu.gov was developed with the rules of the contest. This page was our key communications tool. This Web page grew over time as we realized new information to make available based on questions received and issues that came up during the course of the contest. [See the HHS Flu Contest rules page](#)

Our contest had a two step process to enter:

- 1) Fill out an online form
- 2) Upload the video to YouTube and post it as a video response to the Secretary's announcement video.

We had many individuals do one or the other of these steps but not both. The problem resulting from this is discussed in our [Communicating with Entrants](#) section.

### ***The Announcement Video***

We shot a two-minute video with Secretary Sebelius announcing the contest, and this was put on YouTube. This announcement video was the video to which entrants posted their flu PSA as a video response. This YouTube playback page quickly became a contest "Home Page" of sorts as the comments section provided a central communication platform for entrants and those interested in the contest. On this page people asked questions, answered questions asked, mentioned how cool the contest idea was, and voiced their complaints. All comments were moderated per [our comment policy](#) applicable to all of our videos up on YouTube. [Go to the YouTube playback page of the Secretary's Announcement Video](#).

The announcement video served several purposes. Specifically it provided background on the topic, gave basic info on the contest, gave a url where more info could be found, and overall sought to excited people about the contest.

***Lesson Learned #1:*** To make our video better, the video should have:

- Been more emphatic that the instructions should be read before entering
- Explicitly state that the form is the second step to complete the entry
- Given the exact url where the rules and online form can be found

## Online Form

We required entrants to submit an online form in addition to submitting their video. We made this form available on Flu.gov through our Contest Rules page. The online form allowed for the use of legal language confirming eligibility and granting HHS certain rights to use the submitted videos. [See our \(deactivated\) online form.](#)

Because personally identifiable information (PII) was collected, OMB approval and sign-off was required.

**Big legal question:** Is a form necessary? We're not sure, but the question could be raised with your legal team.

At the beginning of the contest, we did not allow the use of music per guidance from our legal advisors. However, recognizing the importance of music in video communication, we were able to work with our legal advisors to allow the use of music with the understanding that sound tracks would be investigated for videos reaching the final round.

Submitted forms populated a password protected online database. We duplicated this database into an excel sheet that became the central tool for organizing entries and correspondence and making notes per the video.

A few fields on our form caused some confusion and problems.

- “Video title as Submitted” – there were cases where the title entered here was not the same as the actual video submitted
- “Date Posted to YouTube” – we did not have this a field formatting locked; therefore some people put “today”
- “Your Video’s YouTube URL” – many entrants entered the wrong or broken url; in these cases we reached out directly to them over email to.

We recommend considering the following lessons learned related to the online form for future contests:

**Lesson Learned #2:** In the legal language of this form, add language verifying that the producer of the video has the explicit permission of those persons shown in his video.

**Lesson Learned #3:** Theoretically, the only item needed on an online form is the video entry url as from that you can see an entrant’s YouTube account name and then communicate with that person via Personal Messages over YouTube.

**Lessons Learned #4:** Having the form build into some kind of manageable database would simplify and consolidate a lot of the work flow. You’ll want to have a single space for collecting the following: Correspondence with entrants via

email, phone, or over YouTube (and others?); organizing when multiple videos are submitted by the same entrant; noting the reasons why videos did not pass a level of screening; and others.

***Lesson Learned #5:*** Ask the entrants to check a box if music was used in any way in their videos. Upon checking this box, have new information appear asking the entrant to add language in the video description explaining how the music does not violate copyright laws.

***Lesson Learned #6:*** Once the form is filled out, entrants should receive a “Your form has been submitted” screen. On this page, you should give them another action so that it’s not a dead-end for the user. Make your Twitter, Facebook, and/or YouTube accounts available there. Have this page remind them of the second step: posting their video as a video response. Provide the direct url to do so.

***Lesson Learned #7:*** Consider also setting up an automatic email to be sent out at once the form has been submitted.

### ***Promotional Outreach***

The Contest was formally announced at the 2009 Flu Summit, an event that had garnered some notice on its own. We also worked closely with the White House New Media team (in particular the office of citizen engagement) and Steve Grove of YouTube (contact made through the White House) to help promote the contest. Both the White House and YouTube wrote blog posts about the contest. YouTube also featured the Secretary’s announcement video on the YouTube home page.

- [Read the White House Blog post announcing the Contest](#)
- [Read the YouTube blog post announcing the Contest](#)
- [Read the White House blog post reminding people to submit their videos](#)
- [Read the YouTube blog post announcing that voting had begun](#)

We also made the announcement on Twitter ([@FluGov](#)) and Facebook ([Fight the H1N1 Flu fan page](#)). Both of these accounts had been in use for some time and had already generated a modest following.

Our contest information was posted on the two largest online databases of video contests:

- [VidOpp.com](#)
- [FilmTheNext.com](#)

### ***Self-promotions***

We maintained language on the Flu.gov home page for every day of the contest promoting the contest and providing relevant links. HHS.gov home page highlighted the key points in the contest.



The YouTube Channel banner was modified to promote the contest stages and include links to ‘See Details’, ‘Submit Your Video’ and ‘Browse Submissions’. See screen captures in [Appendix 1](#).

Our press office put out press releases and media advisories at key points during the contest. The press office handled official media inquiries using the Web team expertise as needed.

- Press Release: [Ten Flu Prevention PSA Contest Finalists Chosen; Now the Public Votes for the Winner!](#)
- Press Release: [HHS Secretary Sebelius and Education Secretary Duncan Announce Winner of 2009 H1N1 PSA Contest](#)

H1N1 flu was already a big news item in all major media markets worldwide. Our contest would not have garnered the mainstream media attention had this not been the case. Riding the wave of a news item (no matter how small) is always easier than trying to make news yourself. We do not expect similar publicity for other contests.

## Running the Contest

### ***Four Levels of Screening to Find a Winner***

Our rules page summarized the criteria of the four levels of screening as outlined below.

1. All entries were moderated prior to their association with our contest. Videos that passed the first level of screening for decency, slander, and the like were approved to appear as a video response to the Secretary’s announcement video. Many videos that passed this stage were not eligible to win per to the next level of screening.
2. Following the end of the contest, videos were then screened for basic messaging (video quality, factual accuracy, etc) and adhering to the length requirements.
3. These videos were then sent to the expert panel (more about [the expert panel](#) below). They each individually ranked the videos on a scale of 1 to 10, and their scores were summed. The top 10 videos were identified as those with the highest scores.
4. The top 10 videos were put on YouTube for the public to vote and select the overall winner. Voters could give a single thumbs-up or thumbs-down to each video each calendar day of the voting stage.

***Lesson Learned #8:*** Think about whether you want to specify that videos will be (or will not be) accepted in languages other than English. We did not specify and received videos in both Spanish and in sign language. Being able to translate in order to screen for messaging is important to think about. We chose to highlight in particular the Spanish PSA.

## ***Communicating with Entrants***

In our rules, we established that we would not address individual's questions over YouTube; instead we made ourselves available through an email address listed at the bottom of our Rules Page. Our emails were held as close to approved scripts as possible. The goal was to balance systematic communications with attention to a participant's personal, often unique, situation.

Significant timelines – deadline to enter, voting begins, winner announced, etc – were communicated in the comments section of the Secretary's announcement video.

Immediately after allowing a video to be posted and shown as a video response, we posted a comment under the video.

***Lesson Learned #9:*** Comments to videos have a 500 character limit. Text cannot be hyperlinked and urls cannot be used: We told people to go to “flu gov/psa” (no dot) because “flu.gov/psa” cannot be used. (Screen shots found in [Appendix 4](#)).

Depending on various circumstances as outlined below, the comment posted under the entrant's video was one of the following three statements:

**1. Posted if the entrant had also submitted the online form:**

Thanks for submitting your video to the U.S. Department of Health and Human Services Flu PSA Contest. We have received your online form submission, so your entry is complete!

Please be sure that your message is accurate and that your video meets all of the video requirements and other rules of the contest.

Should you find that your video does not qualify under the rules found through the Web site flu gov/psa, feel free to resubmit your video.

Thanks

**2. Posted if the entrant had not submitted the online form:**

Thanks for submitting your video to the U.S. Department of Health and Human Services Flu PSA Contest! Please be sure that your message is accurate and that your video meets all of the video requirements and other rules of the contest.

In addition, please note that there is a form that must be submitted in order for your entry to be complete.

Should you find that your video does not qualify under the rules found through flu gov/psa, feel free to resubmit your video.

Thanks



### 3. **Posted for those videos accepted following the deadline (explained below)**

Thanks for submitting your video to the U.S. Department of Health and Human Services Flu PSA Contest!

Following the deadline for entering the contest, there were a significant number of individuals that submitted the form and were confused as to why their video did not appear as a video response. Simultaneously there was discussion among users on YouTube of general YouTube problems around the last couple of days of the contest. Considering the number of entrants that fell into the category, it was determined that either there was temporary glitch in YouTube preventing uploads, or our rules were not sufficiently clear of the upload step, or both. Therefore we decided after-the-fact to accept as completed and official entries all videos in which the form was submitted regardless of whether they had posted their video as a video response. Each person who fell into this category was contacted over email notifying him/her of their video being accepted as an entry and giving him/her further instructions on how to post a video as a video response. The vast majority of those individuals we reached out to were able to get their video posted as a video response.

***Lesson Learned #10:*** Just be sure that your rules clearly delineate and help guide the two step process.

Message 1 and 2 above were crafted so as to leave room for the entrant to recognize his/her own messaging errors and submit another entry. However, as only one entry was allowed per person, it was important to communicate with the entrant to clarify which video was in fact their official entry. Unless otherwise noted, the first video submitted was accepted as the official entry.

There were a couple of the ten finalists who did not respond immediately to our reaching out to them over email. After we failed to receive a response to a second email, we sent them a personal message over YouTube. Eventually we did get in contact with everyone.

### ***Amateur vs Professional***

We received a number of complaints that professionals were allowed to compete in a contest that was targeted towards the general public. A number of our finalists' videos were produced by video experts or with the help of full production studios. While we understand the concerns, we didn't and still don't see any way around it. Defining what really is a "professional" is impractical, for a number of our finalists produced professional looking videos described themselves as amateurs with a hobby. We've discussed a two-tiered contest, but this brings many issues and problems with it. At this time we don't see any way around the issue.

## **The Voting Stage**

### ***Our Expert Panel***

Our expert panel was formed to narrow the list of qualifying entrants down to 10 finalists. No person involved in the running of the contest was on this expert panel.





We reached out to an HHS video communications expert group that had been organized around other issues and found 10 volunteers. We reached out to find another volunteer in the National Vaccine Program Office (because the nature of vaccinations can be so sensitive). We reached out directly to our only non-federal judge was with a local affiliate news station and had won an Emmy for producing a health-promotional PSA.

Volunteers were from the Centers for Disease Control and Prevention (CDC), the National Institutes of Health (NIH), the Centers for Medicaid & Medicare Services (CMS), the National Vaccine Program Office (NVPO), the Office of Public Health & Science (OPHS), and the Office of the Assistant Secretary for Public Affairs (ASPA).

The experts were emailed an excel file with the title and YouTube link to each video. Each expert judged the videos individually on their own time. They were asked to score each video on a scale of 1 to 10 and flag any videos that may have inaccurate messaging. The individual scores for each video were summed and the top 10 finalists were thereby identified.

### ***The YouTube Contest Module***

A unique Terms of Service agreement (TOS) was signed with Google to allow our use of their contest module. Because of time constraints, we did not utilize the contest module until after the deadline for submitting videos had passed. This module was then in place during the voting stages through the announcement of the winner.

The module is added on an existing partner Channel below the banner. There are many customizable features of the module, and automatic timers can be set to change these features at different stages through the contest.

- Read [YouTube's document on how to run a contest \(PDF – 1.4MB\)](#).

We had a short get-out-the-vote video with the Secretary that was integrated into the module. To vote, individuals were able to give an up or down vote on each video each day – They did not have to have a YouTube account to be able to vote. The winning video was that which had the highest net score.

Images of our contest module graphics are found at the end of this document at [Appendix 2](#).

### ***Announcing the winner***

During the voting stage, we asked each finalist for his/her phone number and explicit permission to put media in touch with him/her. These phone numbers also became useful as we coordinated getting from each person a high-quality version of their video (see next section.)

We gave ourselves 9 days following the end of the voting stage to get in touch with and work logistics with the winner. The morning after the last day of voting, Secretary Sebelius called the winner and broke the news herself.

The winner was announced by HHS Secretary Sebelius with DoEd Secretary Arne Duncan at a Know What to Do About the Flu Webcast on Colleges, Schools and the Flu. Twitter, Facebook, our YouTube Channel and the homepage and new [Flu PSA Contest page](#) of Flu.gov simultaneously announced the winner. The 9 runners-up were notified the day before over email.

All 10 finalists' videos (and an honorable mention recognized for producing a Spanish PSA) were embedded on this new page (and subsequently have been embedded on [our Flu PSAs page](#)). We embedded their video submitted directly from YouTube as significance of the interactivity of the contest. In order for those videos to be Section 508 compliant, caption files were created for each of these videos and emailed to the finalists with instructions on how to upload to their YouTube video.

## Making the entrant videos TV quality

### *From YouTube to TV quality*

Once selected, the finalists were asked to send in the highest quality fully-rendered version of their video they had available. Finalists could get these files to us by email, snail-mail, or through an ftp we made available. We coordinated with each finalist on this process as needed. For back-up, we used software to record each video directly from YouTube. These were recorded as FLV files.

The HHS Studio recorded each video to the studio server and created a master BetaSP tape. Although BetaSP is a broadcast quality format, most of these videos were not broadcast quality because the original files were low resolution. We received files in many formats including: DV, MOV, and MP4.

The master BetaSP tape was then sent out for closed captioning for broadcast.

The BetaSPs were distributed to the National Cable Television Association. DVDs were burned with the 10 finalists' videos and an honorable mention. Also on these DVDs were other Flu PSAs of Elmo and a few PSAs of individual celebrities that HHS had produced during the contest timeframe. Considering all videos had been receiving individual requests, it was easiest to just have a single DVD that could be mailed out upon request.

***Lesson Learned #11:*** It'd be nice if the BetaSPs and/or digital files were made available to download online. However, we don't know anyone who has been able to make Beta-SP videos available for download, and lack of server space to house the digital video files prevented our making those available.

## Staffing Resources Used

One Web-team staff member was devoted almost full-time to the day-to-day management of the contest. This person handled all direct correspondence with contest participants, screened entrant videos, solicited and organized expert panel, tracked metrics, managed

YouTube contest module activation and functionalities and worked with graphic artist on its design.

During the first few days of the contest, comments went live immediately and were moderated after the fact due to the media attention garnered and anticipated influx of comments. Posted were moderated regularly by two interns as the influx of comments was coming too quickly. After the first wave had passed, all comment moderation went back to the full-time staffer.

We made full use of our office's graphics designer. There was a bit of learning curve on how to implement the graphics with the module, but overall the process was easy thanks to the help of the YouTube document. In total the graphics designer spent approximately 6 hours on the project.

Our press office spent quite a bit of time especially toward the end of the contest in planning and coordinating activities around the announcement of the winner, which occurred with an already scheduled Webcast.

## 508 Issues

As the contest is driven by functionalities only possible through YouTube, there are obvious Section 508 concerns that were raised associated with the accessibility of YouTube.

Submitted videos were not required to be captioned. We felt this an unnecessary barrier to entry. None of these videos were featured/shown/promoted in any way by HHS during the contest.

Caption files were created for the 10 finalists and emailed to these entrants with instructions on how to upload and add to their video. In this way, the videos up for public vote were captioned.<sup>†</sup> The entrants were happy to upload the captions, especially once told that they were more likely to get promoted by other government entities. This also allowed us to embed the videos on our Web sites.

Our testing of the YouTube contest module found it falling short of Section 508 compliance.

## Records Management


When a YouTube user posts a comment and/or posts a video response to your video, YouTube sends a notification to the email that your YouTube account is tied to. This notification includes the exact posting awaiting your approval/denial, including for video responses the link to this video response. This allows for record keeping in compliance with NARA for the vast majority of communications with the general public

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<sup>†</sup> At least a few days of voting occurred before we got the caption files to the finalists. One finalist did not respond to emails until late, and thus did not get the caption file up until after the end of the contest.

However, YouTube does not automatically store all actions you perform. Therefore, screenshots were taken of each of the comments we posted on YouTube. A sample of these screen-shots can be found in [Appendix 4](#).

## Conclusion

We believe we were able to achieve our goal of communicating the public health message to our target audience of the younger demographic. Total views for all the video entries are in the many hundreds of thousands. At the time of writing, the winning video ([H1N1 Rap by Dr. Clarke](#) ) had been viewed over 213,000 times.

While one result of this contest was that we received nearly 250 videos of which we had the legal rights to repurpose, the very process of allowing citizens to participate with their government - and around a topic and with rules that we chose - was the more profound result. The fact that we even had a contest was bigger news and created more buzz than the fact that someone won our contest.

With the cash award, it was implicit that the point of entering the contest was to win. For many though it was clear that the point was just to enter the contest and engage with their government. Depending on the topic, it may be possible to have a successful “contest” where there really is no winner.

If you would like to host a video contest, talk with your office management. At HHS, approval to run these types of contests is up to the Communication Director of your office.

If your office is interested in more information related to the HHS Flu Contest and/or running contest in general, contact the HHS Center for New Media by emailing [newmedia@hhs.gov](mailto:newmedia@hhs.gov).

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## Appendixes

### ***Appendix 1. USGovHHS YouTube Banner***

#### ***1A. During the entry stage of the contest***



## 1B. During the voting stage of the contest



U.S. Department of Health & Human Services

2009  
**FLU PREVENTION PSA Contest**

You select the Winner! **Vote** on the Finalists!  
August 29<sup>th</sup> through September 16<sup>th</sup>

**\$2500 Cash Prize** [See Details](#) [Browse All Entries](#)

## Appendix 2. Contest Module Graphics

### 2A. During the Voting Stage

[Vote](#)
[Voting Info](#)

Flu Prevention PSA Contest - Vote on the Fi...



Hi I'm Kathleen Sebelius  
Secretary of Health & Human Services.

YouTube

0:00 / 0:00

2009  
**FLU PREVENTION PSA CONTEST**

Over 200 entries.  
Only 10 finalists.

Our Expert Panel  
picked the top ten, but  
you select the winner!

Vote everyday from August 29<sup>th</sup>  
through September 16<sup>th</sup> on your  
favorite video and help decide  
which PSA is the most effective.

The winner gets \$2,500 and is  
featured on national television.

[www.flu.gov](http://www.flu.gov)



## 2B. Before announcing the Winner



The screenshot shows the contest website with a blue background and white stars. At the top, there are two tabs: "Gallery" and "Custom". Below the tabs is a grid of nine video thumbnails. The first row shows a man's face, a man in a white shirt, and a person in a yellow protective suit. The second row shows a man in a suit, a purple graphic with the text "Fight The Virus", and a person in a white lab coat. The third row shows a hand holding a black object, a group of people, and a person in a white lab coat. Below the grid is a large orange button with a white question mark and the text "Click here to see the top ten." To the right of the grid is a white box with the text "The winner will be announced on September 22nd!" and "Our experts picked the top 10 and your votes selected the winning video. We're working out some legal stuff so that Secretary Sebelius can announce the winner this upcoming Tuesday." At the bottom left, there is a Twitter icon and the text "Follow @FluGov on Twitter and be the first to know who wins." At the bottom right, there is the website URL "www.flu.gov".

## 2C. Announcing the Winner: Banner with Module Graphic



The screenshot shows the contest website after the winner has been announced. The top banner is blue with the text "USGOVHHS U.S. Department of Health & Human Services" on the left and "2009 FLU PREVENTION PSA Contest Thank you for voting! \$2500 Cash Prize See Details Browse All Entries" on the right. Below the banner is a large video player showing a man in a white lab coat, Dr. Clarke, with the title "H1N1 Rap by Dr. Clarke". To the right of the video player is a white box with the text "Congratulations to the winner!" and "Insert Winner Name here?". Below this box is the text "Thanks for all of the entries and for your votes that selected the winning video. Stay connected." with Twitter and Facebook icons. At the bottom right, there is the website URL "www.flu.gov".

### **Appendix 3. Example emails**

#### **3A. Sent to those who submitted form but did not post video as a video response**

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**From:** Holman, Read (HHS/ASPA) **On Behalf Of** OS Newmedia (HHS/OS)  
**Sent:** Monday, August 17, 2009 1:38 PM  
**To:** [removed]  
**Subject:** Flu Prevention PSA Contest

Hi –

We received your entry form to the HHS Flu Prevention PSA contest!

Four Students. One Voice.

8/16/2009

<http://www.youtube.com/watch?v=A7TrnTpZ14k>

Please see that there are two steps required to enter this contest. One is filling out the form (which you've done). The other is posting your video on YouTube as a response to the video of Secretary Sebelius announcing the contest. Go to [www.flu.gov/psa/psacontest1.html](http://www.flu.gov/psa/psacontest1.html) for more information on this process.

You'll also find on this Web site the rules of the contest. Please be sure that your message is accurate and that your video meets all of the video requirements and other rules of the contest. Should you find that your video does not qualify under the rules found at [www.flu.gov/psa/psacontest1.html](http://www.flu.gov/psa/psacontest1.html), feel free to resubmit your entry.

Thanks for your interest in our contest to help raise awareness of the flu and how to prevent its spread.

Best,  
Read

- - -

*Read G Holman, MPH*  
*U.S. Department of Health & Human Services*

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### ***3B. Sent to those who submitted multiple entries***

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**From:** Holman, Read (HHS/ASPA) **On Behalf Of** OS Newmedia (HHS/OS)  
**Sent:** Sunday, August 16, 2009 4:49 PM  
**To:** [removed]  
**Subject:** Flu Prevention PSA Contest

Hi –

We received your entry forms to the HHS Flu Prevention PSA contest!

- Flu Prevention as Seen by a 7 Yr Old - by Kirk Productions 25 Jul 2009 <http://www.youtube.com/watch?v=MEXFh0xtluc>
- Wear Out That Bar 07/26/2009 <http://www.youtube.com/watch?v=XL3pbLAI-Kw>

Unfortunately you may only have one entry in the contest – though you may submit this idea in the different lengths of 15, 30, and 60 seconds. For example, you can submit both a 15 and a 60 second version of your PSA. We realize that this rule is only implicitly stated in our rules found on: <http://www.flu.gov/psa/psacontest1.html>. We have therefore clarified this within our [FAQ page](#).

Currently, only your first entry - Flu Prevention as Seen by a 7 Yr Old – By Kirk Productions – is considered your official entry and eligible to win. There is a chance that your other video could be promoted after the contest, but you may only have one video eligible to win. If you'd like to allow your other video – Wear Out That Bar - to be your official entry, then let me know and I can make the change.

Thanks for your interest in our contest to help raise awareness of the flu and how to prevent its spread.

Best,  
Read

- - -

*Read G Holman, MPH*  
*U.S. Department of Health & Human Services*

***3C. Sent to those following retroactive acceptance of video where form was submitted but video was not posted as a video response***

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**From:** Holman, Read (HHS/ASPA) **On Behalf Of** OS Newmedia (HHS/OS)  
**Sent:** Monday, August 24, 2009 3:56 PM  
**To:** [removed]  
**Subject:** PSA Flu Prevention Contest

Hi -

The response to our Flu Prevention PSA Content has been amazing. We are aware of potential technical issues with submissions and we are working to ensure that we have as many qualifying entries as possible.

We received your entry form for the following video:

"It Can All Start with a Sneeze" PSA for Flu.gov  
<http://www.youtube.com/watch?v=6lkrTFnQe8>

This video has been accepted into the contest. To appear with the other entries, you will need to post your video as a video response by 5 p.m. EDT Thursday, August 27<sup>th</sup>. To submit your video as a video response, go to [http://www.youtube.com/video\\_response\\_upload?v=gteC4AALn08](http://www.youtube.com/video_response_upload?v=gteC4AALn08). For more information on how to post a video response, go to [this YouTube help page](#). If you have problems posting your video as a response, please contact us at [newmedia@hhs.gov](mailto:newmedia@hhs.gov).

Thank you for your interest in our contest to help raise awareness of the flu and how to prevent its spread.

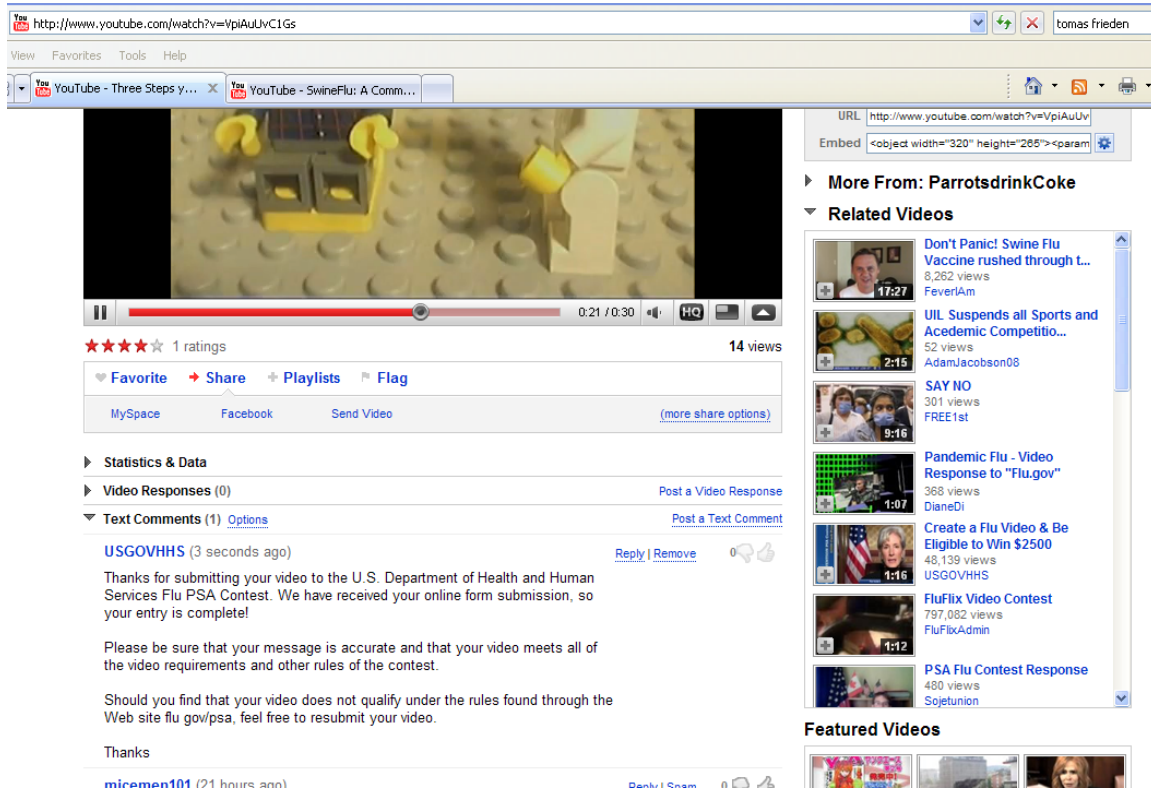
Best,  
Read

- - -

*Read G Holman, MPH*  
*U.S. Department of Health & Human Services*

## Appendix 4. Screen-shots of Comments We Posted

### 4A. Posted if the entrant had also submitted the online form



The screenshot shows a YouTube video player with a LEGO construction of a person. The video is titled "Three Steps y..." and has 14 views. Below the video, there is a comment from USGOVHHS (3 seconds ago) that reads: "Thanks for submitting your video to the U.S. Department of Health and Human Services Flu PSA Contest. We have received your online form submission, so your entry is complete! Please be sure that your message is accurate and that your video meets all of the video requirements and other rules of the contest. Should you find that your video does not qualify under the rules found through the Web site flu.gov/psa, feel free to resubmit your video. Thanks". The comment has 0 replies and 0 likes.

**More From: ParrotsdrinkCoke**

**Related Videos**

- Don't Panic! Swine Flu Vaccine rushed through t... 8,262 views FeverAm
- UIL Suspend All Sports and Academic Competitio... 52 views AdamJacobson08
- SAY NO 301 views FREE1st
- Pandemic Flu - Video Response to "Flu.gov" 368 views DianeDi
- Create a Flu Video & Be Eligible to Win \$2500 48,139 views USGOVHHS
- FluFix Video Contest 797,082 views FluFixAdmin
- PSA Flu Contest Response 480 views Sojetunion


**Featured Videos**

#### 4B. Posted if the entrant had not submitted the online form

http://www.youtube.com/watch?v=7bbacq1THck

View Favorites Tools Help

YouTube - fight the flu



0:05 / 1:00

This is a video response to [Create a Flu Video & Be Eligible to Win \\$2500](#)

★☆☆☆ 2 ratings 11 views

[Favorite](#) [Share](#) [Playlists](#) [Flag](#)

[MySpace](#) [Facebook](#) [Send Video](#) [\(more share options\)](#)

► **Statistics & Data**

► **Video Responses (0)** [Post a Video Response](#)

▼ **Text Comments (1)** [Options](#) [Post a Text Comment](#)

[USGOVHHS](#) (3 seconds ago) [Reply](#) [Remove](#) 0

Thanks for submitting your video to the U.S. Department of Health and Human Services Flu PSA Contest! Please be sure that your message is accurate and that your video meets all of the video requirements and other rules of the contest.

In addition, please note that there is a form that must be submitted in order for your entry to be complete.

Should you find that your video does not qualify under the rules found through flu.gov/psa, feel free to resubmit your video.

Thanks

[View all 4 comments](#)

**juniorhunter55utube**  
August 04, 2009  
[\(more info\)](#)

URL <http://www.youtube.com/watch?v=7bbacq1THck>

Embed `<object width="480" height="295"><param`

► **More From: juniorhunter55utube**

▼ **Related Videos**

- [Create a Flu Video & Be Eligible to Win \\$2500](#)  
47,742 views  
USGOVHHS
- [North Korea tested a Nuke, in preparation to fl...](#)  
10,385 views  
TheBilderbergGroup
- [Important JULY 27 th it starts nation wide mart...](#)  
1,416 views  
RealWorldTruth
- [Race Specific Bio Weapon, The Mutating Avian Bi...](#)  
3,809 views  
VforeVendetta
- [Swine Flu Genocide : Part 1 \(Satans Homeland Mi...](#)  
7,851 views  
NephilmSerpent
- [\(the vaccine song\) SAY NO TO THE VACCINE by tri...](#)  
46,378 views  
NZtrillion
- [Swine Flu Genocide : Part 3 \(Satans Homeland Mi...](#)  
2,638 views

**Featured Videos**

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92,131 views  
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- [Do Pretty Women Date](#)  
367 views  
ABCNews
- [The Voice](#)  
48,254 views  
liamkylesullivan



#### 4C. Posted for those videos accepted following the deadline

http://www.youtube.com/watch?v=1PIKG1RPZsk

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YouTube - Flu And You - PSA 2009

**YouTube** Broadcast Yourself™

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### Flu And You - PSA 2009



0:02 / 1:00

★☆☆☆☆ 5 ratings 89 views

Favorite Share Playlists Flag

MySpace Facebook Send Video (more share options)

► Statistics & Data

► Video Responses (0) [Post a Video Response](#)

▼ Text Comments (1) [Options](#) [Post a Text Comment](#)

USGOVHHS (2 seconds ago) [Reply](#) [Remove](#) 0

Thanks for submitting your video to the U.S. Department of Health and Human Services Flu Prevention PSA Contest!

[View all 1 comments](#)

**LeslieHaig**  
August 16, 2009  
(more info)

Flu Public Service Announcement #1 www.flu.gov - Flu And You - PSA 2009 A video response to HHS Secretary Kathleen Sebelius' call for contest entries

URL <http://www.youtube.com/watch?v=1PIKG1RPZsk>

Embed `<object width="425" height="344"><param`

► More From: LeslieHaig

▼ Related Videos

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- VTs 01 0**  
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